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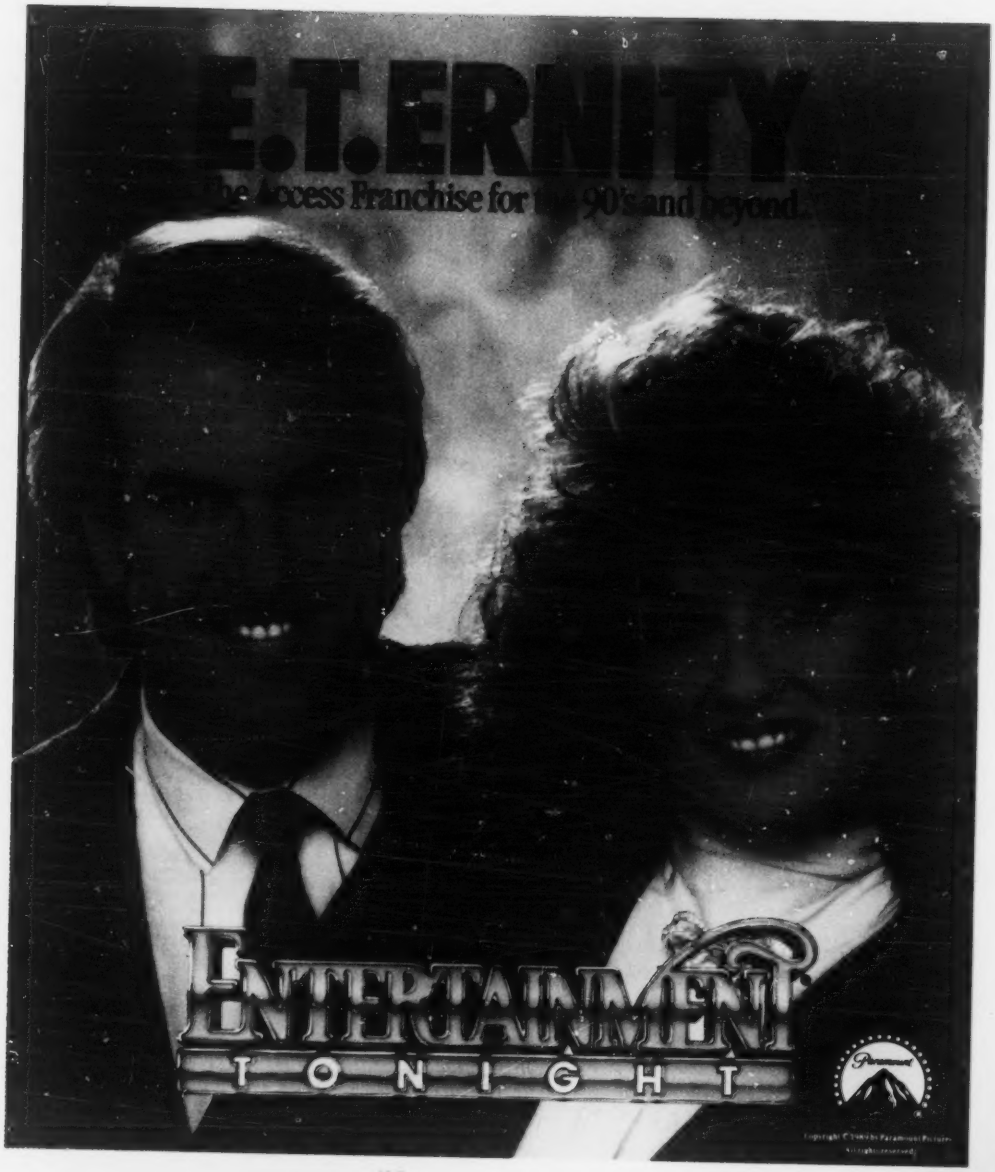
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 27



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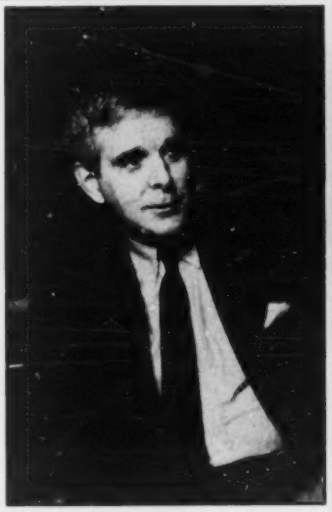
59th Year 1989

THE POWERS THAT BE

Broadcasting Nov 27

'Bush Democrat'



...White House announces President Bush's intention to nominate communications consultant and former journalist Ervin Duggan to fill Democratic vacancy on FCC. **PAGE 35.**

CBS scores... CBS pays $1 billion for seven-year rights to National Collegiate Athletic Association's basketball tournament in 1991-97. **PAGE 36.**

The power brokers... In this Special Report, BROADCASTING profiles House Telecommunications and Finance Subcommittee members, recording where they stand on issues and what their agendas are for next congressional session. **PAGE 43.**

37/ ***NETWORK PREEMPTIONS***
Prime time preemptions in 1989 drop at ABC and CBS, but troublesome time periods remain—late night and daytime.

38/ ***SIGNING OFF***
GTG's struggling *USA Today on TV* is canceled, effective Jan. 7, 1990.

39/ ***MOVING TO MALTA***
Radio and television journalists prepare to cover first summit between President Bush and Soviet President Mikhail Gorbachev.

40/ *COMPROMISING POSITION*
Cable industry takes conciliatory posture to insure its input in any reregulation proposed by Senate.

60/ ***BOTH SIDES NOW***
Cable TV and telco representatives face off at American Bar Association forum.

64/ ***BEYOND TOMORROW***
Increasingly, stations rely more on their own resources to come up with innovative programing.

64/ ***HE'S BACK***
Live action/animated show, *The Completely Mental Misadventures of Ed Grimley*, canceled by NBC after 13 episodes, is slated to appear on MTV.

Martin Short with animated alter ego, Ed Grimley

68/ ***PBS'S NEW SEASON***
Public Broadcasting Service unveils new winter and spring schedule, including new specials and documentary, news and public affairs shows.

Smithsonian World's "Moveable Feast"

69/ ***FINANCIAL PICTURE***
New media funds increase in number despite predicted demise of "financial buyer."

73/ ***THE REAL THING***
NBC News says it will discontinue use of recreations in news programing and abandon show on which they were used—*Yesterday, Today and Tomorrow*. Show's concept, however, will be picked up by NBC Entertainment.

74/ ***AM IMPROVEMENT***
In aftermath of FCC's en banc hearing on AM band and what is needed to cure its interference problems, FCC does not yet have timetable for policy action.

75/ ***ON THE MONEY***
Third quarter radio revenue results are in, with telling numbers for ABC, CBS, Westwood One and Clear Channel, among others.

95/ ***THE FAMOUS HUGH W***
Hugh Wilson, creator of *WKRP in Cincinnati*, *Frank's Place* and this season's *The Famous Teddy Z*, finds satisfaction in creative process.

DEPARTMENTS

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BY THE NUMBERS 1

CBS's *Rescue: 911*, starring William Shatner, pictured, has survived the network's Tuesday night schedule changes. In its 8-9 p.m. slot, the show has outperformed most of CBS's offerings that were scheduled during that period last season, including *Tour of Duty*, which was aired from 8-9 p.m. in Weeks 16-30. The short-lived *TV 101* was perhaps the worst performer in the time slot last season. Out of four exposures, the show had its highest rating, a 7.2, with its premiere episode in Week 11.

(On ABC, that network's *Roseanne* aired at 8:30 p.m. from Week Five to Week 23, with *Who's the Boss?* as its lead-in program. ABC's *Wonder Years* took over the 8:30 p.m. slot beginning in Week 24. NBC ran the hour-long *Matlock* at 8 p.m. last season beginning in Week 11.)

Rescue: 911 posted its second best ratings number during Week Nine, with a 13.0/20 for the first 30 minutes and a 13.7/21 during the second half hour. During Week Three, *911* scored a 13.6/23 at 8 p.m.

"By the Numbers" continues on page 16

RATINGS ROUNDUP

Week 9 □ Nov. 13–Nov. 19

Rank/rating			Network	Show
1		28.3/41	N	*Cosby Show*
2		25.2/39	A	*ABC Tuesday Movie*
3		24.1/37	N	*Different World*
4	▼	24.0/37	N	*Cheers*
5		22.1/38	N	*Golden Girls*
6	▲	21.5/35	C	*60 Minutes*
7		21.0/37	N	*Empty Nest*
8	▲	20.7/31	C	*Murder, She Wrote*
9	▼	20.6/32	N	*Dear John*
10		19.5/29	A	*Wonder Years*
11	▼	19.3/32	N	*L.A. Law*
12		18.3/29	A	*Who's the Boss?*
13	▲	17.9/28	N	*NBC Monday Movie*
13	▼	17.9/31	A	*Monday Night Football*
13	▼	17.9/29	N	*Unsolved Mysteries*
16	▲	17.0/25	N	*In the Heat of the Night*
17	▲	16.5/26	N	*NBC Sunday Movie*
18	▲	16.0/26	N	*Amen*
19	▲	15.8/30	N	*Hunter*
20	▼	15.6/24	N	*Matlock*
21	▲	15.5/24	A	*Head of the Class*
22	▼	15.2/25	A	*Growing Pains*
23	▲	15.0/26	A	*Full House*
24	▲	14.8/23	C	*CBS Sunday Movie*
24	▲	14.8/22	N	*Hogan Family*
24		14.8/26	N	*NBC Friday Movie*
27		14.7/23	N	*ALF*
28	▲	14.5/22	N	*Night Court*
29	▲	14.1/22	C	*Jake and the Fatman*
30	▼	13.8/21	A	*Doogie Howser, M.D.*
31	▲	13.6/23	C	*Knots Landing*
32	▲	13.5/20	C	*Murphy Brown*
33		13.4/20	C	*Designing Women*
34	▲	13.3/20	C	*Rescue: 911*
35	▲	13.0/22	A	*Family Matters*
36		12.9/20	C	*Major Dad*
37	▼	12.8/20	A	*ABC Sunday Movie*
37		12.8/20	C	*Newhart*
39	▲	12.7/20	N	*My Two Dads, Wed.*
40	▲	12.6/20	A	*MacGyver*
41	▼	12.5/21	C	*Dallas*
41	▲	12.5/18	F	*Married...With Children*
41	▼	12.5/22	A	*20/20*
41	▲	12.5/22	N	*227*
45	▲	12.1/22	C	*Wiseguy*
46	▲	12.0/22	A	*China Beach*
46	▼	12.0/20	A	*Perfect Strangers*
48	▲	11.9/18	F	*America's Most Wanted*
49		11.8/17	N	*My Two Dads*
50	▼	11.6/19	N	*Midnight Caller*
51	▲	11.0/20	C	*Paradise*
52	▼	10.9/17	A	*Anything But Love*
53	▼	10.8/18	A	*Just the Ten of Us*
54	▼	10.7/17	C	*48 Hours*
55		10.3/15	C	*Famous Teddy Z*
56	▼	10.3/16	N	*Magical World of Disney*
57	■	10.2/18	C	*Doctor, Doctor*
58	▲	10.1/16	A	*Young Riders*
59	▼	10.0/18	C	*Falcon Crest*
60	▼	9.8/18	N	*Quantum Leap*
61	▲	9.2/17	A	*ABC Mystery Movie*
62	▲	8.8/14	A	*Mission: Impossible*
63		8.8/13	N	*Sister Kate*
63	▼	8.8/14	C	*Top of the Hill*
65		8.5/15	C	*Snoops*
65	▲	8.5/15	C	*Tour of Duty*
67	▲	8.0/13	A	*PrimeTime Live*
68		7.9/12	A	*Free Spirit*
69	▼	7.5/12	A	*Life Goes On*
70	▼	7.3/13	A	*Mr. Belvedere*
70	▼	7.3/11	F	*Open House*
72	▲	7.1/11	F	*21 Jump Street*
73	▲	7.0/13	F	*Cops*
73	▼	7.0/11	C	*Peaceable Kingdom*
73	▲	7.0/13	C	*Sat. Night With Connie Chung*
76	▼	6.8/11	C	*Island Son*
77		6.7/11	F	*Fox Wednesday Movie*
78		6.6/10	A	*Homeroom*
78	▼	6.6/11	F	*Totally Hidden Video*
80	▼	6.5/11	A	*Living Dolls*
81	▼	6.2/9	F	*Alien Nation*
82	▼	6.0/9	C	*Wolf*
83	▼	4.7/7	F	*Tracey Ullman Show*
84	▼	3.6/5	F	*Reporters*
85	▼	3.4/6	F	*Garry Shandling's Show*
86	▼	2.9/5	F	*Beyond Tomorrow*

Guide to symbols: ▼—Down from last week. ▲—Up from last week. ■—Premiere broadcast.

Source: Nielsen Media Research

FREEZE FRAMES: Current network standings as of Week 9, Nov. 13–Nov. 19

Network averages

Prime time		Evening news	
NBC:	16.0/25.9	ABC:	11.2/21
ABC:	13.2/21.4	CBS:	10.7/20
CBS:	11.7/19.1	NBC:	10.1/19

Demographic ratings

	ABC	CBS	NBC
Viewers 2	8.3	7.0	10.3
Women 18-49	9.3	6.7	10.9
Men 18-49	7.6	4.7	8.1

Season to date

1989–90		1988–89	
NBC:	15.1/25	NBC:	16.5/27
ABC:	13.2/23	ABC:	13.4/22
CBS:	12.4/21	CBS:	12.0/20

Summary of Broadcasting & Cable

B R O A D C A S T I N G

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,769	297	5,066
Commercial FM	4,987	778	5,765
Educational FM	1,411	261	1,672
# Total Radio	10,851	1,297	11,883
Commercial VHF TV	549	51	600
Commercial UHF TV	548	199	747
Educational VHF TV	118	8	126
Educational UHF TV	128	33	161
# Total TV	1,343	291	1,634
VHF LPTV	452	59	511
UHF LPTV	338	1,259	1,597
# Total LPTV	790	1,318	2,108
TV translators	1,247	810	2,057
VHF satellites	2,717	228	2,945
UHF satellites	2,178	457	2,635

C A B L E †

TV households	92,007,000
Pay units served	70,000,000
Basic services	6,668
Household penetration	66.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 14

and climbed to a 15.9/25, its best 30-minute rating to date, at 8:30 p.m. That was the week NBC aired a Toronto-Oakland playoff game, pulling in a 12.1/20 from 8:30 p.m. to 9 p.m.

NBC won Week Nine overall with a 16/25.9, ahead of ABC's 13.2/21.4 and CBS's 11.7/19.1. (See "Freeze Frames," page 14.) In the season-to-date race, NBC has held onto households, viewers aged 2-plus and women 18-49. ABC leads in the men 18-49 category with an 8.2 rating over NBC's 7.8. CBS has a 5.3 rating for the demographic.

In the book of days, NBC took Friday away from ABC for the first time this season with a three-hour broadcast of the theatrical film "Back to the Future," posting a 14.8/26 for the night. Last season, the network aired the movie as a Sunday presentation during Week Eight and picked up an 18/26.

For the other nights, ABC won Monday and Tuesday. NBC picked up Wednesday (for the fourth time this season), Thursday, Friday and Saturday. CBS kept Sunday night.

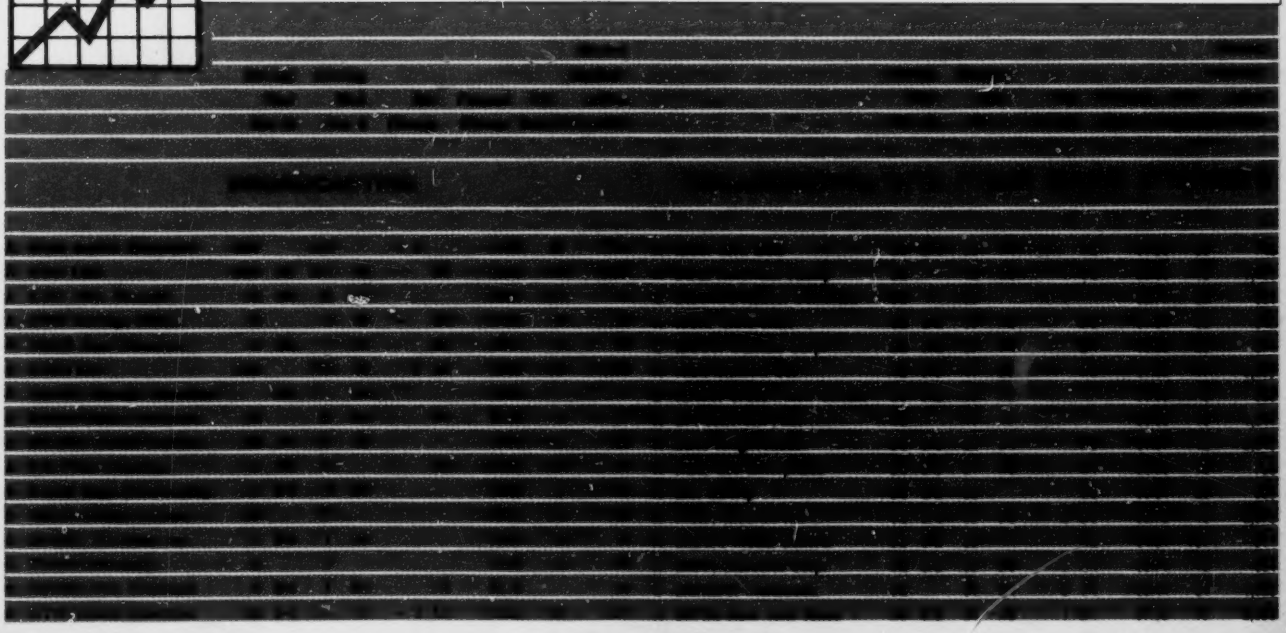
For Week 10, CBS's comedy lineup moved up to a 13.1/21 from its previous 12.2/19. The network still came in third for the night, behind NBC's 13.9/22 and ABC's 16.3/26. Fox pulled in a 6.2/9.

MarketScope

The S&P Industrials dropped slightly, 0.51 points, to close last Tuesday (Nov. 21) at 387.65. The 126 stocks tracked on the Stock Index, meanwhile, did worse in their overall performance compared to a week ago. This week the 126 stocks registered only 34 advances, 70 declines and 22 unchanged. For the prior period, ended Nov. 15, the advance-decline ratio was 68-to-45 with 13 unchanged. This time around, the Broadcasting with Other Major Interests group had 19 stocks decline, six advance and three sit on the sidelines unchanged, compared to the group's previous 19 gains and nine declines. The Programing group was the only one to register more advances than declines this time, with 11 advances, 10 declines and five unchanged.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1



STOCK INDEX 2

	Closing Wed Nov 22	Closing Wed Nov 29	Net Change	Percent Change	P/E Ratio	Market Capitalization ($000,000)
PROGRAMING						
D (ALLT) All American TV	2 7/8	2 7/8		00.00		3
A (CLM) Color Systems	1 7/8	1 7/8		00.00	-1	10
D (DCPT) dick clark prod.	6 1/4	6 1/2	– 1/4	-03.84	19	51
N (DIS) Disney	129	127 7/8	1/6	-00.09	23	17,222
O (FOXF) Fireworld Movie	6 3/8	6 1/2	– 1/8	-01.92	37	77
A (FII) Fries Entertain.	2 1/4	2 1/8	1/8	-05.88	-2	11
A (GHW) Heritage Entertain.	1 5/8	1 7/8	– 1/4	-13.32	-1	3
A (HSH) Home Shopping Net.	5 1/2	5 3/8	1/8	-02.32	68	402
N (KWP) King World	37 1/4	37 1/8	1/8	-00.33	12	926
O (LBRD) Liberty Broad Entertain.	5/16	5/16		00.00		1
N (MCA) MCA	58 3/8	57 5/8	– 1 1/4	-01.84	24	4,896
N (MMM) MIRACLE Commun.	30	30 1/2	– 1/2	-02.43	-16	1,009
A (MMED) Motion Holdings	12 3/8	12 7/8	– 1 1/4	-09.00	-8	473
O (NWT) Nostalgia Network	2	1 3/4	1/4	14.28	-2	11
N (PEP) Orion Pictures	24 1/8	23 1/2	3/8	02.65	29	433
N (PCI) Paramount Commun.	54 3/8	53	– 3/8	-00.68	17	6,348
N (PGG) Pulte Communications	3	2 7/8	1/8	04.34		16
N (PLA) Playboy Ent.	15 3/4	15 5/8	1/8	00.80	-30	148
O (RNTZ) Qintex Entertain.	1 1/16	1 1/8	– 7/16	-28.89		14
O (RVSN) QVC Network	13 3/4	13 1/4	1/2	03.77	22	139
O (RNOC) Reeves Commun.	5 1/4	5 1/8	1/8	02.43	-4	68
O (SPCN) Republic Pic. 'A'	10	10		00.00	111	42
O (SPI) Sporting Entertainment	11 1/8	11 3/8	1/8	01.09	25	260
T (ASN) Video Jukebox	6 1/2	6 3/4	– 5/8	-10.00	-17	47
N (WCN) Warner	62 1/4	61 7/8	– 1 5/8	-02.54	21	10,880
O (WWIN) Westwood One	6 1/2	6 1/2		00.00	-13	137
SERVICE						
O (ADVO) Advo Syst. Group	5 1/2	5 3/8	– 1/8	-02.22	-6	56
O (ADMS) Arbitron & Simm	20 7/8	19 1/4	– 5/8	-01.94	20	227
N (CQ) Control	26 3/8	26 3/8		00.00	13	49
O (CCAI) Control Data Corp.	17	17 1/2	– 1/2	-02.85	-1	715
A (DWD) Dun & Bradstreet	44 3/4	44 1/2	– 2 3/4	-05.17	14	7,516
O (FCB) Foote Cone & B.	27 3/8	26 3/4	– 1 1/8	-04.01	15	309
N (HRT) Harris Corporation	100	100	– 1	-00.99	10	100
O (IMMC) IMS International	8 1/4	8	1/4	04.76	312	31
N (IPG) Interpublic Group	24 3/8	23 1/8	– 1 3/4	-06.28	18	1,279
O (IDBSC) Jacobson Group	24 1/8	24 1/2	– 3/8	-01.52	14	107
N (SAA) Saatchi & Saatchi	1/4	1/4	– 1/8	-31.25	10	2,191
O (TLMT) Telemation	3 1/8	3	1/8	00.00	20	3
A (UNIV) United Video	13 7/8	13 7/8		00.00	32	36
CABLE						
A (ATN) Acton Corp.	13 3/4	13	– 1 1/4	-08.33	3	21
O (ATCMA) Assoc. TV & Comm.	48 1/8	48 3/4	– 1/2	-01.03	21	5,256
O (CTEC) C-Tec Corp.	23 3/4	25	– 1/8	-01.24	28	463
A (CVC) Cablevision Sys. 'A'	41 5/8	43 3/8	– 1 3/4	-04.20	7	988
A (CTY) Century Commun.	13 1/8	12 7/8	– 3/8	-02.91	-25	314
O (CMCSA) Comcast	14 5/8	15 1/4	1/2	03.70	11	1,048
A (FHU) Fisher Cable Systems	18	19 1/4	– 1/4	-01.28	36	173
O (GENI) Genl Instrument	15 5/8	16 7/8	– 1/8	-01.46	9	328
T (HHNB) Heritage Commun. 'A'	11 5/8	11 3/4	– 1/8	-01.05	8	274
T (HCS.A) Hspnc Commun. 'A'	1 3/8	1 7/8		00.00	211	1,000
T (HCS.B) Hspnc Commun. 'B'	0 9/16	1 1/16	– 3/16	-08.33	146	1,000
O (TCAT) TCA Cable TV	18 1/8	18 1/8	– 1/4	-01.36	20	422
O (TCOMA) Tele-Communic.	17 3/8	17 3/8		00.00	297	5,111
N (TL) Time Warner	134 3/4	134 1/2	– 3 1/4	-02.36	20	2,472
O (UAEGA) United Art. Ent. A	19 1/8	19 3/4	1/4	01.28	12	2,711
O (UACEB) United Art. Ent. B	19 3/8	19 7/8	– 1/2	-02.51	20	1,067
N (VIA) Viacom	38	38 1/8	3/8	00.98	9	2,142
N (WU) Western Union	9 1/16	9 1/2	1/16	12.65		97
O (WWREA) Wometco	31 1/4	32 7/8	3/8	01.21	11	466
EQUIPMENT & MANUFACTURING						
N (AEL) Arvin Industries	23 1/4	24 1/8	1/8	00.52	11	219
N (ARV) Arvin Industries	23 3/4	24 1/8	3/8	01.57	11	227
O (VIDE) C-Cor Electronics	13 3/4	13 3/4		00.00	11	91
N (CCN) Chyron	3 1/8	3 1/8		00.00	10	31
A (COH) Cohu	19 3/4	19 3/8	– 1/4	-01.26	7	71
N (DH) Conrac Corp.	32	32		00.00	13	144
N (DCH) Dalsa Corp.	20	20	– 1/8	-00.62	11	44
O (DTVI) Digital Transmission	2	2 1/8	– 1/8	-05.88	11	5
N (ESY) Electro Sound	27 3/8	28 1/8	1/8	00.44	11	127
O (GNSS) Gen Instrument	28 1/2	28 1/2		00.00	11	1,140
A (GVC) Gen Video	3 1/16	3	– 1/16	-01.63		2
N (HRS) Harris	22 3/4	22 3/4		00.00	11	1,137
N (HEI) Heico	20 1/2	21	1/2	02.43	11	21
O (HTCH) Hutchinson Tech.	9 1/2	9 1/2		00.00	11	95
N (JVC) Jerrold Comm.	8	8 1/8	1/8	01.56	11	81
N (KEI) Kaufman	27 3/8	28 1/2	1/8	00.43	11	1,140
N (LINB) Lin Broadcasting	69 1/2	69 1/2		00.00	11	1,390
A (LEX) Lex Products	3 1/16	3 1/16		00.00	11	6
N (MSO) Microdyne	23 3/4	23 3/4		00.00	11	95
O (MCDY) Microwave Sys.	3 1/4	3 1/4		00.00	11	13
N (MOT) Motorola	47 3/8	48 1/8	1/8	00.26	11	1,203
N (NOVL) Novell	20 1/2	20 1/2		00.00	11	1,025
O (OTTR) Otter Tail Power	23 1/2	23 1/2		00.00	11	235
O (PSTI) Pulse Systems	3 1/16	3 1/16		00.00	11	6
N (QCP) Qualcomm	22 3/4	22 3/4		00.00	11	114
O (RSCR) Rescue	2 1/2	2 1/2		00.00	11	5
N (SPR) Spar Aerospace	10 1/2	10 1/2		00.00	11	105
O (SPEC) Spectrum Control	6	6 1/8	1/8	02.08	11	11
N (SFA) Standard Forg.	28 1/4	28 1/4		00.00	11	141
O (TSCC) Telescan	2 1/8	2 1/8		00.00	11	4
O (TRMB) Trimble Nav.	9 1/2	9 1/2		00.00	11	95
O (VITC) Vitacom	2 1/8	2 1/8		00.00	11	4
O (WGNR) Wegener	3 1/8	3 1/8		00.00	11	16
N (ZEN) Zenith	11 1/2	11 1/2		00.00	11	115
Standard & Poor's 400	287.58	286.16	– 1.42	-00.49		

Regent Beverly Wilshire hotel, Los Angeles. Information: (213) 466-4481.

March 7—*Federal Communications Bar Association* luncheon. Speaker: William Weiss, chairman, Ameritech. Washington Marriott, Washington.

March 9-13—*National Association of Broadcasters* state leadership conference. J.W. Marriott, Washington.

March 14—*International Radio & Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 14-18—*American Association of Advertising Agencies* annual meeting. Marriott Desert Springs, Palm Springs, Calif.

March 15—15th annual National Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

March 17—22nd annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Omni Shoreham hotel, Washington. Information: (301) 656-2582.

March 19-22—*National Computer Graphics Association* 11th annual conference and exposition. Anaheim Convention Center, Anaheim, Calif. Information: (703) 698-9600.

March 22—Advertising Hall of Fame ceremonies, sponsored by *American Advertising Federation*. Waldorf-Astoria, New York. Information: (202) 898-0089.

March 26-29—*North Central Cable Television Association* annual trade show and convention. Hyatt Regency, Minneapolis. Information: (612) 641-0268.

March 29-31—*Broadcast Education Association* convention. Georgia World Congress Center, Atlanta. Information: (202) 429-5355.

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The Performance Company

April, 1990

April 1-3—*Cabletelevision Advertising Bureau* ninth annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

April 12—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Andrew Barrett. Washington Marriott, Washington.

April 16-19—Supercomm '90, jointly sponsored by *U.S. Telephone Association* and *Telecommunications Industry Association*, and International Conference on Communications, sponsored by *Communications Society of the Institute of Electrical and Electronics Engineers*. Georgia World Congress Center, Atlanta. Information: (202) 835-3100.

April 18-20—*Broadcast Financial Management Association* 30th annual convention. Hyatt Regency, San Francisco. Information: (312) 296-0200.

April 18-21—*National Broadcasting Society/Alpha Epsilon Rho* national convention. Sheraton World Resort, Orlando. Information: John Lopicollo, (803) 777-3324.

April 19—*Ohio State Awards* presentation ceremony and luncheon. National Press Club, Washington. Information: Phyllis Madry, (614) 292-0185.

April 20-25, 1990—*MIP-TV*, international program market. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

May, 1990

May 8—*Federal Communications Bar Association* luncheon. Speaker: Gene Kimmelman, legislative director of the Consumer Federation of America. Washington Marriott, Washington.

May 17—*Center for Communication* award luncheon. Plaza hotel, New York. Information: (212) 836-3050.

May 17-20—*American Women in Radio and Television* 39th annual convention. Theme: "Media Power in the 90's." Capital Hilton, Washington.

May 19-22—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 20-23—*National Cable Television Association* annual convention. Atlanta Convention Center, Atlanta.

June, 1990

June 6-8—APRS '90, 23rd international exhibition of professional recording equipment, sponsored by *Professional Recording Association*. Olympia 2, exhibition center in London. Information: (0923) 772907.

June 6-9—*NBC-TV* annual affiliates meeting. Washington.

June 10-14—*Broadcast Promotion and Marketing Executives and Broadcast Designers Association* annual conference. Bally's, Las Vegas.

June 11-14—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 19-22—*National Association of Broadcasters* summer board meeting. NAB, Washington.

June 25-29—"Advanced Television: The Complete Picture," fourth international colloquium on advanced television systems, hosted by *Canada* and sponsored by *National Film Board, Department of Communications; Canadian Broadcasting Corp.*, and *Telesat Canada*. Ottawa Congress Center, Ottawa. Information: (613) 224-1741.

July, 1990

July 14-17—*California Association of Broadcasters* Western Region Broadcast Convention. Fess Parker's Red Lion Resort, Santa Barbara, Calif. Information: (916) 444-2043.

The Fifth Estate

Broadcasting incorporating **TELEVISION**

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Membership list

Profiled below are the subcommittee members ranked by seniority, with Democrats listed first. There is still one vacancy, created by the death of Mickey Leland (D-Tex.) this summer. It will be filled next year. Although not profiled, Democrat John Dingell of Michigan, chairman of the parent Commerce Committe, and Norman Lent of New York, the ranking Republican, are ex officio members of the subcommittee and their importance should not be discounted.

Al Swift (D-Wash.)—*news and public affairs director, KVOS-TV Bellingham, Wash.; elected 1978; BA, Central Washington State College, 1957; married Paula Jackson.*

While Ed Markey has the stripe, Al Swift shares much of the clout. He is the ranking Democrat behind the chairman and arguably the subcommittee's most active and informed member on communications matters.

His 10-year record on the subcommittee is impressive, and industry groups consider his endorsement key to any legislative initiative. Swift "really knows the issues," says one broadcast lobbyist. Moreover, he has Dingell's ear. "Dingell has enormous respect for Swift," says a Dingell staffer.

This year Swift teamed up with Tauke on MFJ legislation. The bill "is certainly a priority of mine," says Swift. It specifically excludes cable from the information services category. Swift is not anxious to "rush into" a policy that would let the telcos offer television services. He fears such a move will endanger local broadcasters and threaten the principle of localism in the Communications Act. If the telephone industry can offer video services, it could replace broadcasters as the local conduit, says Swift.

"Every broadcaster should be pounding away on localism to the public and Congress. I think people literally have no idea what they would lose if they lost those local broadcasters," says the lawmaker.

Telcomsubcom: PAC Heaven

There is no questioning the popularity of the House Telecommunications and Finance Subcommittee. It is a coveted assignment for members who want to be on the "cutting edge of technology" and keep an eye on the nation's financial markets. But, according to Washington observers, what makes it especially attractive is the political action committee (PAC) money from Wall Street, the media and the telephone industry. It is no wonder Hill insiders call it "PAC Heaven."

According to filings with the Federal Election Commission, total PAC contributions to subcommittee members during the first six months of 1989 were $1.9 million, with $72,026 coming from the Fifth Estate and $166,284 from telephone interests. Among frequent contributors are the Bell operating companies, AT&T and other long distance carriers; the United States Telephone Association (USTA); Hollywood studios; broadcast and cable industry PAC's, and law firms whose clients have dealings with the subcommittee (including Verner, Liipfert, Bernhard, McPherson & Hand [representing Bell Atlantic and NYNEX and other phone interests], Akin, Gump, Strauss, Hauer & Feld [the Motion Picture Association of America], and Wexler, Reynolds, Harrison & Schule [the MPAA also]).

Tallying up the PAC jack

PAC contributions through June 1989 totaled for each member with contributions from the Fifth Estate (FE) and telephone interests broken out

Democrats

Ed Markey (Mass.)
Does not accept PAC contributions.

Al Swift (Wash.)
Total: $75,150; FE: $4,575; Telcos: $30,875

AT&T, $625; INTV, $700; Bell Atlantic, $700; BellSouth, $1,000; Comsat, $350; Communications Workers of America, $1,200; GTE, $900; MCI, $350; NAB, $700; NCTA, $350; Telephone Cooperative Association, $350; NYNEX, $700; Pactel, $1,050; Southwestern Bell, $700; TCI, $2,075; Turner Broadcasting, $350; US West, $2,100; USTA, $500; Verner Liipfert, $700; Wexler Reynolds, $350.

Cardiss Collins (Ill.)
Total: $54,062; FE: $2,000; Telcos: $10,500

AT&T, $5,000; Bell Atlantic, $500; Bell South, $1,500; Illinois Bell, $2,000; Motorola, $500; NAB, $500; Pactel, $500; TCI, $500; US Sprint, $500; Verner Liipfert, $500; Wexler Reynolds, $500.

Mike Synar (Okla.)
Does not accept PAC contributions.

Billy Tauzin (La.)
Total: $113,000; FE: $5,500; Telcos: $5,000

Akin Gump, $500; ALLTEL, $500; Bell Atlantic, $500; Centel, $1,000; Comsat, $500; Contel, $500; MCI, $500; MPAA, $500; Motorola, $500; NAB, $1,500; South Central Bell, $500; Southwestern Bell, $500; US West, $500; USTA, $500; Walt Disney, $2,000.

Ralph Hall (Tex.)
Total: $40,800; FE: $1,500; Telcos: $2,500

Akin Gump, $500; AT&T, $1,000; GTE, $500; NAB, $1,000; Pactel, $500; Southwestern Bell, $500.

Dennis Eckart (Ohio)
Total: $78,900; FE: $4,900; Telcos: $10,900

Akin Gump, $800; ALLTEL, $850; AT&T, $2,000; Bell Atlantic, $400; BellSouth, $400; Centel, $500; Comsat, $400; Contel, $500; GTE, $500; Motorola, $400; NAB, $800; National Telephone Cooperative, $250; NYNEX, $500; Ohio Bell, $2,000; Pactel, $1,000; RIAA, $400; US West, $500; USTA, $500; Verner Liipfert, $1,000; Walt Disney, $2,000.

Bill Richardson (N.M.)
Total: $83,790; FE: $2,250; Telcos: $3,000

Akin Gump, $1,200; ALLTEL, $500; AT&T, $1,000; Bell Atlantic, $250; BellSouth, $700; Comsat, $350; GI, $250; GTE, $500; MCI, $350; NAB, $700; National Telephone Cooperative, $250; NYNEX, $500; Pactel, $2,000; Southwestern Bell, $500; US West, $1,750; USTA, $500.

Jim Slattery (Kan.)
Total: $83,000; FE: $3,000; Telcos: $7,000

Akin Gump, $500; AT&T, $1,500; Bell Atlantic, $500; BellSouth,

At some point, broadcasting may become an obsolete method of delivery, he says. "That raises some problems for me as a policymaker. Where does localism go?" Congress should be looking at what to do, and so should the industry, says Swift. "I think you can make such a strong case that the nation should not lose localism. If nobody is aware of what broadcasters are providing in the way of localism, it is going to be hard to motivate the Congress to preserve it."

He is sympathetic to the networks' campaign to modify the FCC's financial interest and syndication rules. "The fortunes of the networks have changed considerably," says Swift, who believes their "economic need" justifies a change in the rules.

The 54-year-old Swift, a former news and public affairs director at KVOS-TV Bellingham, Wash., takes a special interest in broadcast issues, although he does not always see eye to eye with the industry. They have not been in sync on broadcast license renewal reform legislation. And at times he has lashed out at broadcasters for refusing to accept the fairness doctrine or equal employment opportunity requirements. Right now, he thinks broadcasters are "picking nits" over the Senate's children's TV bill.

He also has been critical of cable but feels the industry has been hard at work. Cable "lost a lot" but has regained much of its standing, says Swift. "They went through a period where they were extraordinarily careless in customer service and in some places with rate hikes. They made as fast a recovery as I have seen. They haven't completely recovered. But I don't think they are as vulnerable now as they were six months ago."

He credits the industry for its "adroit" lobbying and public relations strategies. When it comes to Washington representation Swift thinks cable comes out on top. "Jim Mooney [National Cable Television Association president] makes a powerful amount of money and I think he's worth every dime of it," says Swift.

Cardiss Collins (D-Ill.)—*auditor, Illinois Department of Revenue; elected 1973; seventh district; home, Chicago; Northwestern University; widow of U.S. Rep. George Collins (D-Ill.).*

One of the more senior members of the subcommittee, Collins, along with the late Mickey Leland (D-Tex.), has championed minority causes.

Collins promises to keep the pressure on to ensure that equal employment opportunity language is added to any broadcast license renewal legislation that Congress passes.

There has been some progress since Collins joined the subcommittee in 1981. There are more minority actors and more minority-oriented programing, she says. "I think the networks and cable are doing something about that. But we don't see enough minorities in a decision-making capacity." Nor are there enough minorities in ownership, she says.

Something has to be done and "legislation is the solution," Collins says.

A former chairwoman of the House Black

$1,500; Comsat, $500; Fox PAC, $500; GTE, $500; Motorola, $500; NAB, $1,000; National Telephone Cooperative, $500; NYNEX, $500; Pactel, $1,000; US West, $500; Verner Liipfert, $500.

John Bryant (Tex.)
Total: $113,282; PE: $4,050; Telcos: $3,250

Akin Gump, $700; ALLTEL, $500; American Family Corp., $500; AT&T, $1,000; Comsat, $350; Fox PAC, $350; MCI, $250; Motorola, $350; NAB, $700; NYNEX, $500; Pactel, $500; Paramount, $250; RIAA, $500; USTA, $500; Wexler Reynolds, $350.

Rick Boucher (Va.)
Total: $122,599; PE: $5,000; Telcos: $8,650

Akin Gump, $700; ALLTEL, $350; AT&T, $1,900; INTV, $350; Bell Atlantic, $380; BellSouth, $500; Centel, $500; Comsat, $350; Contel, $350; GTE, $1,350; MCI, $350; MPAA, $350; Motorola, $350; NAB, $2,400; National Telephone Cooperative, $350; NYNEX, $500; Pactel, $1,050; Paramount, $500; Southwestern Bell, $500; US West, $500; USTA, $100.

Jim Cooper (Tenn.)
Total: $8,500; PE: $1,000; Telcos: $1,000

MCA, $500; Pactel, $1,000; Wexler Reynolds, $500.

Thomas Manton (N.Y.)
Total: $127,897; PE: $3,000; Telcos: $6,500

ALLTEL, $500; AT&T, $2,500; Bell Atlantic, $500, BellSouth, $500; Centel, $500; Comsat, $500; GTE, $500; NAB, $1,000; NCTA, $500; Pactel, $500; Paramount, $1,000; Southwestern Bell, $500; US Sprint, $500.

Ron Wyden (Ore.)
Total: $192,693; PE: $8,385; Telcos: $6,750

Akin Gump, $1,000; ALLTEL, $500; AT&T, $300; Bell Atlantic, $550; BellSouth, $500; Columbia Pictures, $1,000; Comsat, $500; MCA, $500; MCI, $500; NAB, $1,600; National Telephone Cooperative, $350; NYNEX, $500; Pactel, $1,000; RIAA, $1,000; Southwestern Bell, $500; TCI, $150; US West, $800; USTA, $709; US Sprint, $550; Viacom, $300; Warner Communications, $1,500; Wexler Reynolds, $815.

Republicans

Matthew Rinaldo (N.J.)
Total: $44,900; PE: $2,400; Telcos: $6,500

Akin Gump, $600; AT&T, $2,900; GTE, $300; Motorola, $600; NAB, $1,200; Pactel, $900; Southwestern Bell, $300; USTA, $500; Verner Liipfert, $600.

Edward Madigan (Ill.)
Total: $122,867; PE: $1,000; Telcos: $12,000

Akin Gump, $500; AT&T $4,000; Bell Atlantic, $500; BellSouth, $1,500; Centel, $500; GTE, $1,000; Illinois Bell, $2,500; MCI, $500; NAB, $500; NYNEX, $500; Pactel, $1,000; Southwestern Bell, $500; US West, $500.

Carlos Moorhead (Calif.)
Total: $86,800; PE: $5,100; Telcos: $2,400

ASCAP, $500; Centel, $500; Fox PAC, $500; GTE, $1,000; MCA, $750; MPAA, $500; NAB, $1,100; Pactel, $900; Paramount Communications, $750; Walt Disney, $1,000.

Tom Tauke (Iowa)
Total: $203,861; PE: $7,253; Telcos: $36,270

Bell Atlantic, $2,000; BellSouth, $10,000; Centel, $270; Comsat, $2,000; Contel, $2,000; GTE, $1,000; NAB, $353; NYNEX, $2,000; Pactel, $3,000; Southwestern Bell, $7,000; TCI, $5,000; US West, $5,000; USTA, $2,000; United Telecommunications, $1,000; Verner, Liipfert, $1,000.

Don Ritter (Pa.)
Total: $60,310; PE: $800; Telcos: $5,700

AT&T, $2,500; Bell Atlantic, $500; Bell of Pa., $300; BellSouth, $900; NAB, $300; NYNEX, $300; Pactel, $800; RIAA, $300; USTA, $500.

Thomas Bliley (Va.)
Total: $94,007; PE: $3,200; Telcos: $7,400

Akin Gump, $900; AT&T, $5,000; Bell Atlantic, $300; Bell3outh, $300; Centel, $300; Comsat, $500; Contel, $300; MPAA, $300; Motorola, $300; NAB, $1,200; NYNEX, $300; Pactel, $300; US Sprint, $300; Verner Liipfert, $300.

Jack Fields (Tex.)
Total: $101,635; PE: $2,000; Telcos: $8,800

Akin Gump, $1,000; ALLTEL, $500; Bell Atlantic, $500; BellSouth, $500; Centel, $500; Contel, $500; GTE, $500; MCI, $500; Motorola, $500; NAB, $600; NYNEX, $300; Pactel, $3,000; US West, $500; USTA, $500; US Sprint, $500; Verner Liipfert, $500.

Michael Oxley (Ohio)
Total: $36,200; PE: $2,200; Telcos: $1,800

GTE, $350; Motorola, $350; NAB, $1,400; Pactel, $1,000; USTA, $500; Wexler Reynolds, $350.

Don Sundquist (Calif.)
Total: $96,055; PE: $2,933; Telcos: $3,600

AT&T, $1,500; BellSouth, $700; Centel, $350; Comsat, $350; Daniels PAC, $143; Motorola, $350; NAB, $1,350; Pactel, $700; TCI, $700; US West, $350; United Artists, $40.